



Georgetown

Historic Seaport
City of Georgetown

DELLA'S DINER
AUG 7-22
527-2824

Georgetown County Museum

VIRGINIA LYNN

WARRIOR

Why are we here?

In order for Georgetown to prosper, we recognize we are in a regional and national competition for:

- Investment \$
- New Business
- Tourist \$
- Relocated Retirees
- Leisure \$

A Charrette was conducted to help us succeed.



Status Report of the City of Georgetown Bridge2Bridge Charrette

By
The Bridge2Bridge Steering Committee
&
Clemson Institute for
Economic & Community Development Team

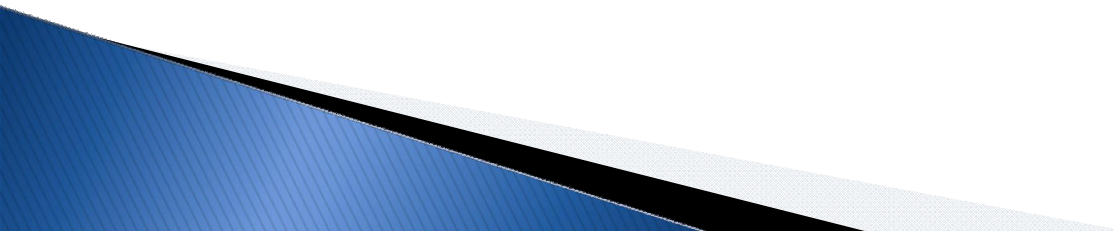
What was the Charrette?

An analysis of the Georgetown business market in order to provide a baseline for creating a

**Market Based Community
Action Plan.**



What did the Charrette do?

- ▶ Provided Market Definition
 - ▶ Completed Retail Market Analysis
 - ▶ Completed Demographic and Market Segment Analysis
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With a Zip Code Study

- ▶ Survey – June 18th – 24th
- ▶ 36 Businesses tallied
- ▶ 103 Recorded Visits
- ▶ 19 Unique Zip Codes
- ▶ 15 Unique States
- ▶ 10 Foreign Countries

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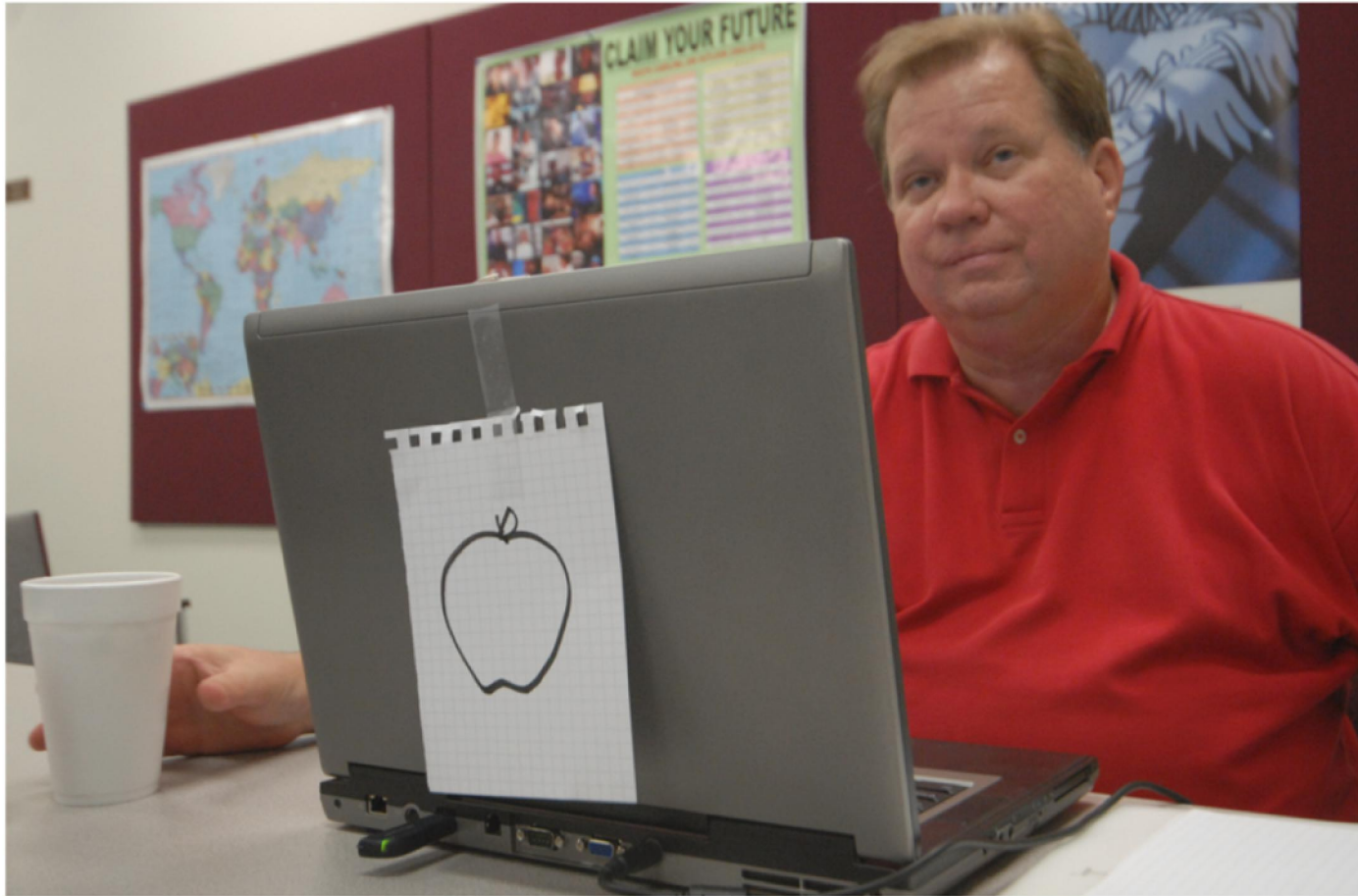
Public Input



Site Reconnaissance



What did they learn?



Market Definition Conclusions

- ▶ Downtown Georgetown has a very strong visitor market although Georgetown, Horry & Charleston Counties make up 54% of market.
 - ▶ Very little market penetration into Georgetown city limits as compared to other communities.
 - ▶ Market likely varies off Front Street.
 - ▶ Market varies by area & business type.
 - ▶ Large number of visitors & visitor browsing.
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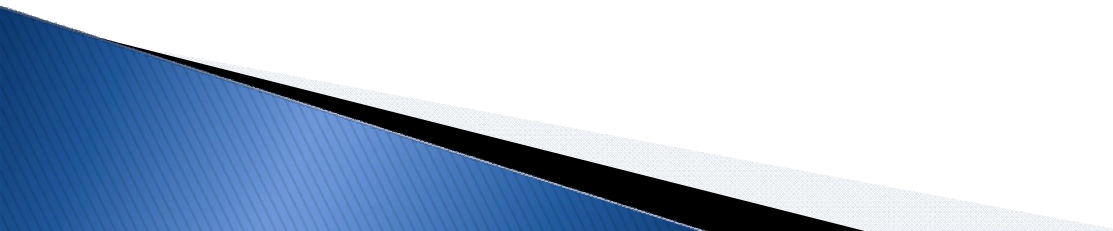
There are Key Opportunities and Market Potential

- ▶ Georgetown has opportunities to grow the following areas:
 - Electronics & Appliances (\$22M)
 - Hardware (\$8M)
 - General Merchandising (\$27M)
 - Office Supplies (\$6M)
 - Women's Clothing (\$5M)
 - Hobby & Toys (\$2M)

Needed Business & Activities from Public Input

- ▶ Grocery, high end
 - ▶ Maritime museum
 - ▶ More auto dealerships, in town
 - ▶ Men's clothing store
 - ▶ Ladies clothing store
 - ▶ Retail open on Sunday, longer hours during week
 - ▶ High End Entertainment
 - ▶ Performance Center
 - ▶ Town Square
 - ▶ Vintage Movies
 - ▶ Bar Crawl
 - ▶ Better integration with marinas and boat market
 - ▶ Childrens Activities
- 

Resulting Business Strategies

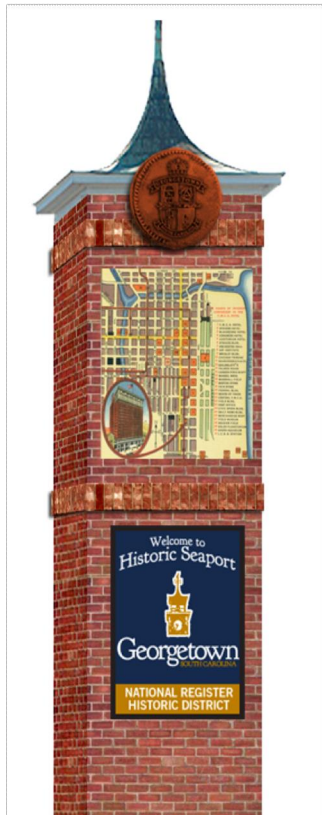
- Recruit based on market analysis.
 - Build on present successful businesses (Restaurants, Apparel.....)
 - Target first floor vacancies (*esp.* between King and Orange)
 - Define economic development responsibilities between agencies (City, County, GBA, Chamber) to recruit small businesses and investment.
 - Create a database of available properties. Distribute data sheets, publish on the web.
 - Identify and create local incentives ~ planning grants, façade grants, license subsidies, etc.
 - Define marketing responsibilities
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Recommendations



- ▶ Develop and formally adopt logo/brand and propagate to:

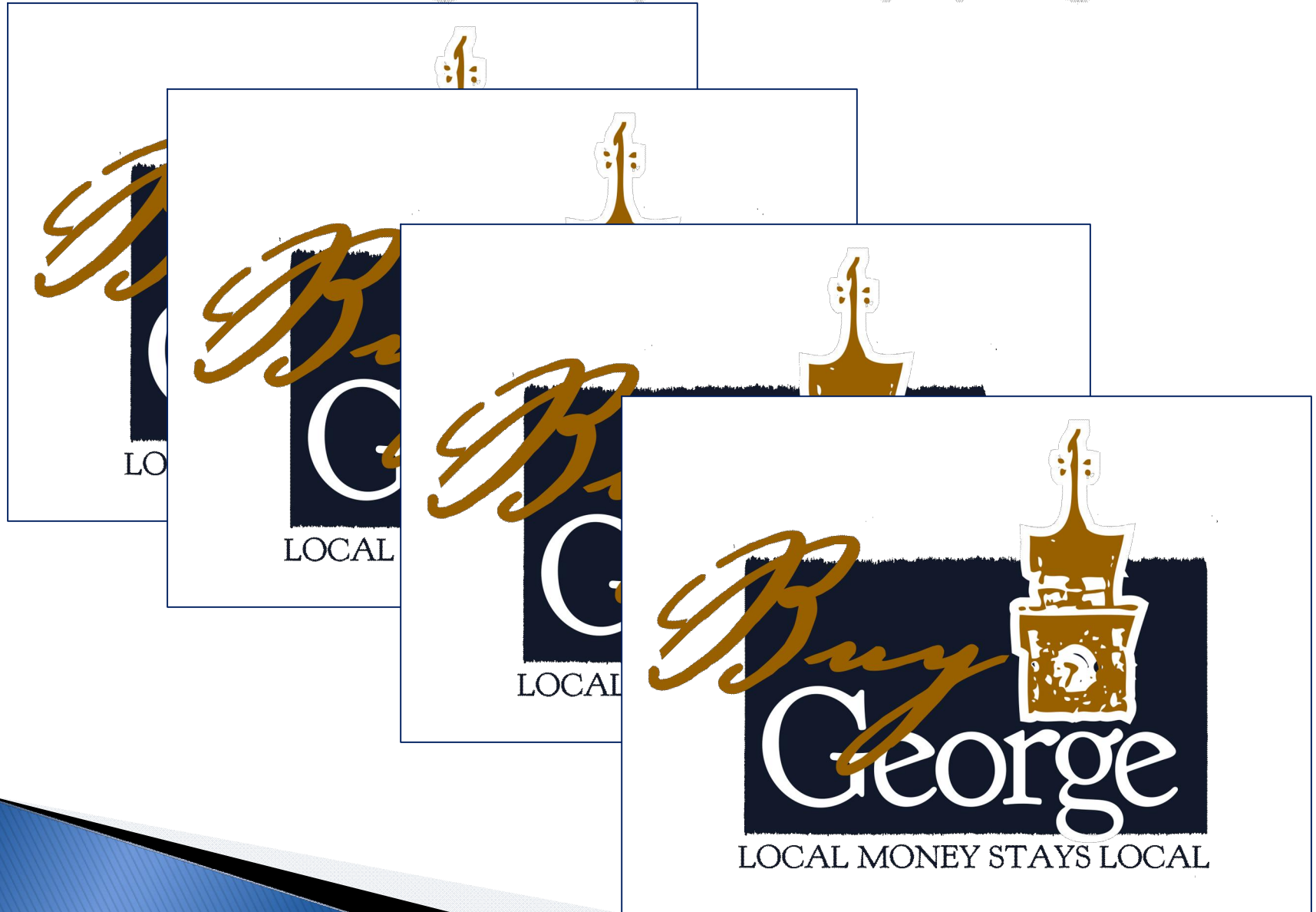
Signs



Collateral Marketing Material & Souvenirs



Create a strong “Shop Locally” program

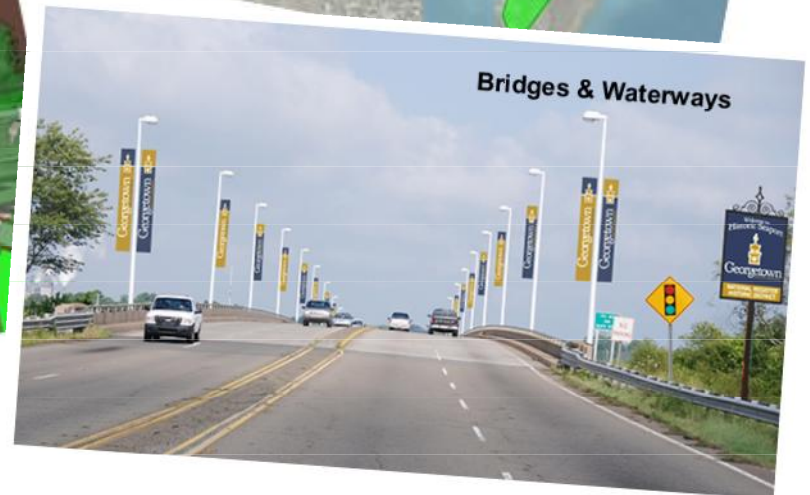


Eliminate Visitor Confusion & Disorientation



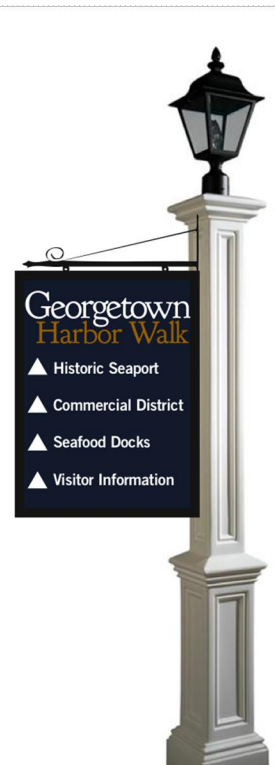
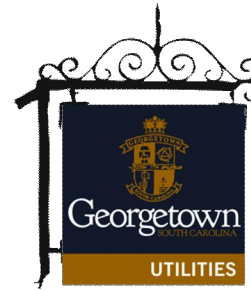
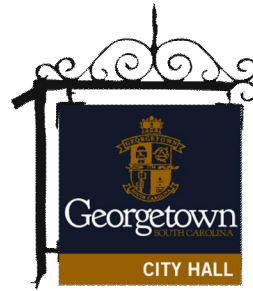
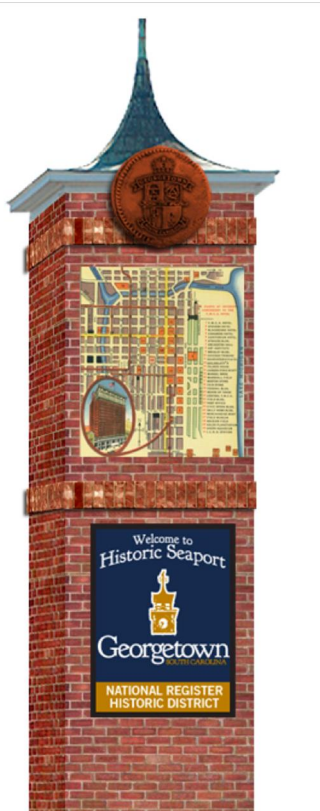
Eliminate Visitor Confusion & Disorientation

- ▶ Develop and enhance key gateways



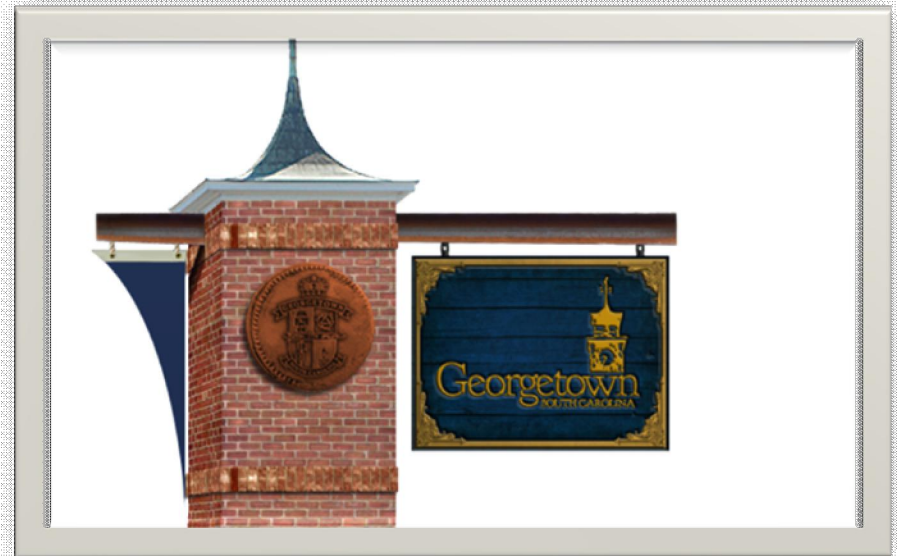
Eliminate Visitor Confusion & Disorientation

- ▶ Improve Wayfinding
 - Maps, signs, arrival points



Implementation Recommendations

- ▶ Establish a “Steering Committee”
- ▶ Prepare a time line
- ▶ Identify responsible parties
- ▶ Report back to council and citizens



What has been done so far?

- ▶ A Bridge2Bridge steering committee of 30 people was formed with representation from:

• City & County Administration	• Media
• City & County Council	• Chamber of Commerce
• WRCOG	• GBA
• Clemson Extension	• Local Businesses
• Medical Community	• Citizens

The Steering Committee was divided into 4 sub-committees:

1. Branding & Marketing	2. Wayfinding
3. Infrastructure	4. Economic Development



The four sub-committees have developed the following recommendations:

Branding and Marketing Sub-Committee

Recommendation	Status /Result
City should set up a “TMC” Board to allocate Hospitality and A-Tax Funds.	Action Needed.
City should take more direct control of tourism marketing.	Hospitality tax funds used to commission new City rack cards. No style book prepared.
City should have direct representation on Georgetown Tourism Management Commission.	Two members of sub-committee attended TMC meeting and arranged for TMC to present to Bridge2Bridge. No permanent membership arranged.
City’s redesigned web site should include Home Page promotional material to solicit tourists	Action Needed.
City should paint the water tower.	Funds are in proposed budget.
Rice Museum should be urged to repair the clock tower clock.	This has been funded by state and federal authorities and needs to be scheduled.

Infrastructure Sub-Committee

Recommendation	Status/Result
City should complete Corridor Improvements.	City 2010-11 Budget (\$500K)
City should landscape proposed drainage pond at City Hall.	The City drainage project calls for fountains, fencing, lighting, landscaping etc, with a sidewalk around the entire perimeter. Notice to proceed has been given to contractor (\$16M).
City should complete gateway and streetscape improvements.	Construction in progress (\$660K)
City should plan backlit street signs at key intersections.	Action needed.
City should complete intersection improvements at Carroll Campbell Marina.	Interim improvements in place and full scope to be constructed in 2011 (\$550K)

Infrastructure Sub-Committee (cont.)

Recommendation	Status/Result
City should request DOT to rework St James/Church intersection.	Action needed.
City should complete intersection improvements and White Topping at Fraser-Highmarket-5-Points	Federal funding obligated beginning in 2012 (\$2M)
City should request the mill to remove unused ferrous reduction tower.	Action needed.
City should pass ordinance requiring maintenance and landscaping on property vacant for a year or more.	Action needed.
City should identify available parking lots off of Front Street	City has issued an RFP for new Parking Signs.
City should complete East Coast Greenway implementation and Meeting Street Wooden Bridge	Federal Funding obligated beginning in 2013 (\$785K)

Wayfinding Sub-Committee

Recommendation	Status / Result
City should adopt a coordinated wayfinding sign policy.	Proposed budget contains funding to improve signage city-wide.
City should install permanent mounting brackets for banners on gateway bridges.	Proposed budget contains funding for new banners and mounting hardware.
City should relocate the Visitor's Center so that it is more accessible to thru travelers.	This item postponed for later discussion.
City should mitigate the impact of empty storefronts on Front Street.	The sub-committee has started the "Windows on Georgetown" project.
City should improve coordination of business events and festivals.	GBA has installed a community calendar system allowing different organizations to easily participate.

Economic Development Sub-Committee

Recommendation	Status /Result
City should create a comprehensive resource guide for new and existing business on city web site.	Action needed.
City should compile a list of available commercial properties on city web site.	Action needed.
City should create and “Economic Enterprise Center” fully staffed to recruit new investment and serve as a resource for new and existing business.	

What must be done next?

- ▶ Continue the work of the steering committee.
- ▶ Repeat zip-code study at regular intervals.
- ▶ Increase out of area marketing effort.
- ▶ Develop a 'Shop Local' campaign.
- ▶ Improve City's publicity via radio, tv, internet.
- ▶ Improve traffic flow.
- ▶ Complete beautification projects:
 - KGB, Harborwalk, Morgan Park, Gateway
- ▶ Re-consider Office of Tourism and Economic Development.
- ▶ All-Hands concentration on short and long term economic development strategies involving City Council, Planning Commission, Chamber, (new) TMC, GBA, B2B Steering Committee & all other interested parties.

Thank you, for your time today and your support throughout this Project.

The Bridge2Bridge Steering Committee is honored to have participated in this process.

Throughout the proceedings our collective goal was for Georgetown to prosper.

We understand this has been a huge undertaking and we appreciate all that has been accomplished through your foresight and including in the recently passed budget many of the items recommended by the Charrette and mentioned here today.

We stand ready to discuss any portion of this presentation and answer any questions.





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